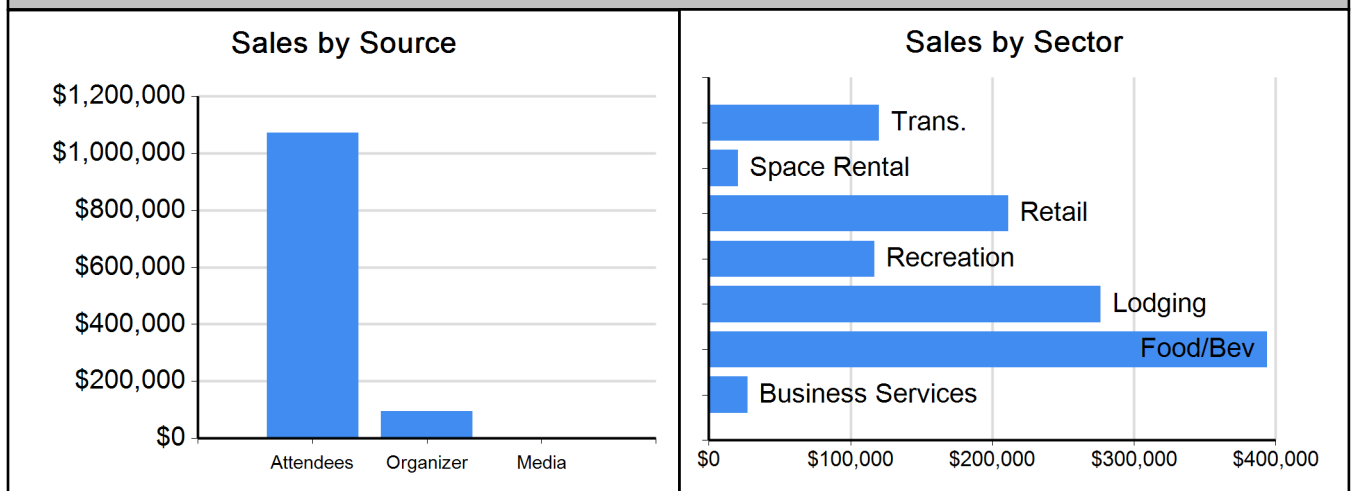


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Dixie Softball State Championships	Business Sales (Direct):	\$1,167,026
Organization:	Bellevue Girls Softball Association, Inc.	Business Sales (Total):	\$1,697,760
Event Type:	Youth Amateur	Jobs Supported (Direct):	351
Start Date:	6/25/2025	Jobs Supported (Total):	399
End Date:	6/29/2025	Local Taxes (Total):	\$44,171
Overnight Attendees:	1584	Net Direct Tax ROI:	\$25,275
Day Attendees:	1056	Estimated Room Demand:	1,843

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$276,391	\$0	\$0	\$276,391
Transportation	\$118,256	\$1,822	\$162	\$120,239
Food & Beverage	\$348,734	\$45,070	\$0	\$393,804
Retail	\$211,508	\$0	\$0	\$211,508
Recreation	\$117,120	\$0	\$0	\$117,120
Space Rental	\$0	\$20,458	\$0	\$20,458
Business Services	\$0	\$27,414	\$91	\$27,505
TOTAL	\$1,072,009	\$94,764	\$253	\$1,167,026

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Dixie Softball State Championships 2025

Organization: Belleview Girls Softball Association, Inc.

### Economic Impact Details

	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,167,026	\$530,735	\$1,697,760
<b>Personal Income</b>	\$367,735	\$137,307	\$505,043
<b>Jobs Supported</b>			
Persons	351	48	399
Annual FTEs	13	2	15
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$102,957</u>	<u>\$43,410</u>	<u>\$146,368</u>
<u>State Total</u>	<u>\$81,489</u>	<u>\$16,877</u>	<u>\$98,366</u>
sales	\$61,883	\$7,961	\$69,844
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$19,606	\$8,916	\$28,523
<u>Local Total (excl. property)</u>	<u>\$37,287</u>	<u>\$6,884</u>	<u>\$44,171</u>
sales	\$15,471	\$1,990	\$17,461
income	\$0	\$0	\$0
bed	\$11,056	-	\$11,056
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$10,760	\$4,894	\$15,654
property tax	\$21,171	\$6,206	\$27,377

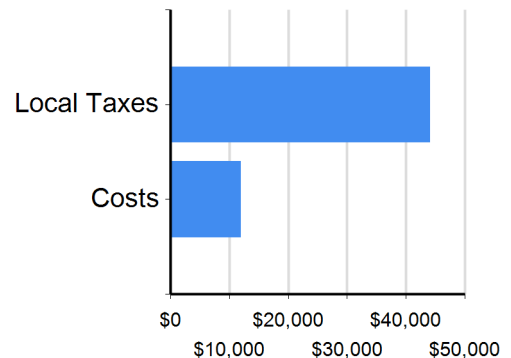
### Event Return on Investment (ROI)

#### Direct local tax RO(net property taxes)

Direct Tax Receipts	\$37,287
DMO Hosting Costs	\$12,012
Direct ROI	\$25,275
Net Present Value	\$25,275
Direct ROI (%)	210%

#### Total local tax RO(net property taxes)

Total Local Tax Receipts	\$44,171
Total ROI	\$32,159
Net Present Value	\$32,159
Total ROI (%)	268%



### Estimated Room Demand Metrics

Room Nights (total)	1,843
Room Pickup (block only)	858
Peak Rooms	480
Total Visitor Days	6,714